The Local Farmer

EST. 2020

COMPANY PROFILE

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Shop L08, Stoneridge Centre, Edenvale

INDEX

1. COMPANY PROFILE
- 1.1. Company History 2
- 1.2. About The Local Farmer 2
- 1.3 Brand Personality 3

2. WHAT WE STAND FOR
- 2.1. Vision 4
- 2.2. Mission 4
- 2.3. Service Philosophy 4
- 2.4. Our Code of Values 5

3. WHY THE LOCAL FARMER 6
- 3.1. Unearthing Hidden Wonders; Farming For The Future

4. WHAT WE OFFER
- 4.1. Mighty Grow Machine 8
- 4.2. Mighty Microgreens 9
- 4.3. Mighty Mushrooms 10

5. SUBSCRIPTION PLAN
- 5.1. Retail Subscription Plan 11
- 5.2. Wholesale Subscription Plan 11

6. REFER-A-FRIEND
- 6.1. About Refer-a-Friend 13

7. FRANCHISE OPPORTUNITIES 15

8. HOW TO BECOME A FRANCHISEE 16

COMPANY PROFILE

1.1. COMPANY HISTORY

The Local Farmer was established in 2020 by the founder, and CEO, Ricardo Maio.

Ricardo was researching traditional ways to better his health when he came across the health benefits of mushrooms and microgreens. Our team of Farmer Jo's were eager to jump right in and see where the research would lead them. That's how we discovered the world of urban farming, hydroponics, microgreens, and mushrooms.

We saw an opportunity to dig deeper and we liked what we found. With Ricardo guiding our team, we began to envision an initiative that would combine modern technology with traditional farming techniques to produce new, innovative, accessible urban farming solutions. After defining our creative vision, we began building our brand.

The ultimate aim of The Local Farmer is to drastically improve access to simple, consistent urban farming solutions.

1.2. ABOUT THE LOCAL FARMER

"Unearthing hidden wonders"

Here at The Local Farmer, we're firmly rooted in the belief that natural, nutritional, sustainable solutions do exist. The purpose of our unique initiative is to facilitate environmentally-friendly, sustainable urban farming by combining modern technology with traditional farming techniques to produce something new. We're creating innovative solutions to problems that make traditional urban farming impossible for many people. We're bringing urban farming to local communities, and giving people the tools to grow and sell their own fresh produce. We've decided to take things into our own hands, and create a small urban farming system that's ethical, sustainable, and grows delicious fresh produce — no green thumb required!

We are planting the seeds for a greener tomorrow, in the hopes that our customers will help us nurture the sustainable future we envision. We are committed to providing our customers with the environmentally-friendly tools they need to grow their own fresh produce.

WHAT WE STAND FOR

1.3 BRAND PERSONALITY

The Local Farmer is a resourceful individual who is most at home when they're out in nature. They are inventive, enjoy DIY projects and aren't afraid of trying new things. They are intelligent, curious, and love learning new skills. They are a determined problem solver who tackles each problem head on and comes up with unconventional solutions. They're confident in their abilities, but remain humble. They're gentle, kind, and generous; an animal lover by nature.

They're the type of person who has a 'fun fact' for every situation and isn't afraid to share their knowledge, always doing so in a light-hearted way that never comes across as pushy or patronising. They're goofy yet sophisticated, graceful, and adventurous. They're extremely witty and are always making the lame puns that everyone secretly loves.

They're passionate about social issues, particularly environmental issues. They're bold, they dream big, and work hard to turn their dreams into reality. They're a hands-on type of person, they love working with their hands, and they aren't afraid to get their hands dirty. They're a natural born leader, lead by example, and work closely with their team. They believe that environmentally-friendly, sustainable, accessible urban farming will change the world for the better.

WHAT WE STAND FOR

The Local Farmer initiative started because we wanted to make a difference. Our main goal is to facilitate environmentally-friendly, sustainable urban farming by combining modern technology with traditional farming techniques to create new, innovative solutions. We're all about farming for the future, which is why we're reinforcing the idea that urban farming can be done anywhere, from gardens to garages to windowsills. We've placed a lot of emphasis on creating farming solutions that are accessible to everyone — regardless of outdoor spatial constraints.

2.1. VISION

To be leaders in the urban farming industry by providing customers with modern, innovative farming solutions.

2.2. MISSION

The Local Farmer strives to create a sustainable cost-effective urban farmer solution through the use of modern technology.

2.3. OUR PHILOSOPHY

RESPECT

We treat your home and business as if it were our own. All of our Farmer Jo's are fully trained, knowledgeable, friendly, and happy to help. We offer pre-booked appointments that work around your schedule to make your experience as relaxed as possible.

RELIABILITY

We're all about nurturing relationships with our customers and fellow farmers. We believe that trust and consistency are the keys to strong relationships, which is why we take our promise of providing quality-assured produce very seriously.

SAFETY

Our Farmer Jo's have been thoroughly trained to follow safety regulations at all times. Smart measures have been incorporated into the design of our Mighty Grow Machine to ensure that all of our produce is safe to consume.

HAPPINESS

"Plant seeds of happiness, hope, success, and love; it will all come back to you in abundance. This is the law of nature." — Steve Maraboli.

We don't just sell produce... We sell experiences; be it new flavours, new skills, Learning new facts, or anything in between. We love what we do, and we love how it improves the lives of our fellow farmers and customers.

WHAT WE STAND FOR

2.4. OUR CODE OF VALUES



RESPECT

- Listening to understand
- Communicating with a clear intent
- Giving thought to decisions



INTEGRITY

- Proving that our word is our bond
- Supporting our teams unconditionally
- Taking ownership of our responses
- Being consistent and taking action

R.I.C.H



CUSTOMER FOCUS

- Inspiring loyalty
- Striving for NPS10
- Producing work of value



HAVING FUN IN THE PROCESS!

WHY CHOOSE THE LOCAL FARMER?

3.1. FARMING FOR THE FUTURE; UNEARTHING HIDDEN WONDERS

EDUCATION & EXPERIENCE

Our team is passionate about what we do. We take our jobs seriously and love sharing our knowledge with customers and fellow farmers. We focus on teaching customers, rather than just telling them. We prefer to take a more 'hands-on' approach and show customers how to use the tools we offer them. We're also passionate about crafting experiences for our customers; after all, growth is only sustainable in nurturing environments.

SMART AUTOMATION

Our Mighty Grow Machine is fully automated, making the growing process easier, and drastically improving the consistency of quality produce between grows.

SAFETY MEASURES

Our fellow farmers have been thoroughly trained to follow safety regulations at all times. Smart fail safe measures have been put in place to ensure no danger is posed by any possible Mighty Grow Machine malfunction. Smart technology has been incorporated into the design of our Mighty Grow Machine to ensure no harmful chemicals or measures are necessary. Our Farmer Jo's will train & advise customers on how to ensure that all their produce is safe to consume.

QUALITY ASSURANCE

We use high quality materials in our Mighty Grow Machine, and we assess the uild quality of each machine to ensure it's up to standard. Our machines are durable and designed to negate the inconsistent quality of produce that is associated with traditional farming.

MORE REASONS TO CHOOSE THE LOCAL FARMER

- We offer eco-friendly, sustainable urban farming solutions.
- Mushrooms are high in nutrients and vitamins, and have various medicinal & health benefits.
- Microgreens are high in nutrients and vitamins. They don't need much space to grow, and they can be harvested soon after being planted.
- We use eco-friendly materials (from merchandise to packaging.)
- Our produce is locally grown.
- We support local communities.
- We offer weekly deliveries as part of our subscription plan(s).

WHAT WE OFFER

4.1. MIGHTY GROW MACHINE

We supply and sell the Mighty Grow Machine. We help customers assemble the physical structure and set up the irrigation system. Once up and running, we provide customers with the tools they need to succeed.

4.2. MIGHTY MICROGREENS

We supply and maintain the Mighty Grow Machines that house and grow banks of microgreens from Mighty Microgreens.

4.3. MIGHTY MUSHROOMS

We supply Mighty Mushrooms with pre-inoculated mushroom grow bags.

WHAT WE OFFER

4.1. MIGHTY GROW MACHINE

The Clean, Green Growing Machine!

WHAT IS OUR MIGHTY GROW MACHINE?

Our Mighty Grow Machine is a fully automated irrigation system. The structure was designed to facilitate vertical urban farming and the irrigation system itself facilitates hydroponic farming.

BENEFITS OF OWNING A MIGHTY GROW MACHINE

- Our Mighty Grow Machine is fully automated, simplifying the growing process.
- Smart technology has been incorporated into the design of our Mighty Grow Machine to ensure that all produce is safe to consume.
- We use high quality materials in our Mighty Grow Machine to ensure durability.
  - We assess the build quality of each machine to ensure it's up to standard.
- Our Mighty Grow Machine is designed to grow microgreens, which are extremely high in nutrients and vitamins.
- Microgreens can be grown in our Mighty Grow Machine all year round, eliminating seasonal and climatic constraints.
- The initial cost of buying and running a Mighty Grow Machine is relatively low.
  - Approx. monthly cost per machine is R8 000 - R10 000.
- The yield will be extremely high given that microgreens require very little space to grow and go from seed to harvested crop in a short amount of time.
  - Approx. monthly yield per machine is 25-30kgs.
- Microgreens are high-value crops. They can be sold to restaurants, sold at farmers markets, or supplied to grocery stores wholesale. As a local producer, you'll be able to sell the produce at its freshest and charge a premium based on this.
  - Approx. monthly income per machine is R28 000 - R35 000.

WHAT WE OFFER

4.2. MIGHTY MICROGREENS

Tiny, but Mighty!

WHY MICROGREENS?

These seedlings pack a punch and are proving to be a major game-changer in the world of fresh vegetable produce. Microgreens are vegetable seedlings harvested within two weeks of germination. They're packed full of nutrients, vitamins, and flavour. They don't need much space to grow, and they can be harvested soon after being planted.

WHAT WE DO

At Mighty Microgreens, we make the process of growing microgreens easier than ever. We supply The Local Farmer with a wide variety of microgreen seeds and growing substrates. We also grow our own fresh microgreen produce, available for purchase from The Local Farmer. We offer expert advice on how best to grow your own microgreen crops, and how to monetise them.

WHAT WE OFFER

4.3. MIGHTY MUSHROOMS

Make room for the Mighty Mushroom!

WHY MUSHROOMS?

Mushrooms have been overlooked and underrated for long enough. The mushroom may be modest, but it definitely isn't your average vegetable. Mushrooms are an integral part of nature and are a great source of nutrients and vitamins. Mushrooms also have various medicinal and health benefits that make them one of the most superior vegetables.

WHAT WE DO

At Mighty Mushrooms, we offer you the tools you need to grow your own delicious mushrooms. We sell pre-inoculated mushroom grow bags (supplied by The Local Farmer) for those wanting to grow their own produce. We also grow our own fresh Oyster mushrooms, available for purchase from The Local Farmer.

Our mushrooms are grown naturally, allowing us to produce exceptionally high-quality fresh mushrooms.We are currently only focusing on Oyster Mushrooms, but we're in the process of expanding our portfolio to include an array of other mushrooms.

SUBSCRIPTION PLAN

Enjoy our wide range of fresh, inventive Mighty Microgreen mixes, and explore new and exciting combinations!

5.1. RETAIL SUBSCRIPTION PLAN

Our Retail Subscription Plan is aimed at our residential customers. This subscription plan offers customers an easy and reliable way of making sure their fridge is always stocked with microgreens

5.2. WHOLESALE SUBSCRIPTION PLAN

Our Wholesale Subscription Plan is very similar to our Retail Plan, but is aimed more at our commercial customers such as restaurants. We offer discounts on larger subscriptions.

BENEFITS OF SUBSCRIBING

- **Freshly grown** — Produce is freshly grown and shipped the same day as it's harvested.
- **Free sign up** — Sign-up for free at any time and choose when your plan will begin.
- **Exclusive pricing** — Enjoy subscriber-only discounts on our fresh produce.
- **Prepared just for you** — Customise your subscription with your choice of microgreen mix, amount of produce, and plan duration.
- **Never run out** — Enjoy weekly deliveries on a weekday of your choice.
- **Your plan is in your hands** — Upgrade, cancel, or pause your plan at anytime – no strings attached

SUBSCRIPTION PLAN

HOW TO SUBSCRIBE

STEP 1
Create an account and input the shipping address of your choice. Sign up for our Fresh Produce Subscription at any time during the month, and choose when your plan will begin.

STEP 2
Customise your plan with your choice of Mighty Microgreen mix, produce amount, and plan duration.

STEP 3
Checkout: input your credit card information, and pay. Your (securely stored) credit card will be charged on the [date] of every month.

STEP 4
Await your first delivery! Fresh produce will be deliveredright to your doorstep every week, on the weekday of your choice.

REFER-A-FRIEND

6.1. ABOUT REFER-A-FRIEND

Our Refer-A-Friend program gives all our customers, friends, family, and fellow farmers the opportunity to save by using our 10% Refer-A-Friend service discount.

The Local Farmer offers a 10% referral discount when your unique Refer-a-Friend TLFcode is used.Your TLFcode will entitle your referrals to a 10% discount on The Local Farmer services

All you need to do is recommend The Local Farmer to your friends, families, fellow farmers or anyone you know, and give them with your unique TLFcode.
Think of it as sharing the love by Referring a Fellow Farmer.

HOW TO REFER-A-FRIEND

STEP 1
Fill in our Refer-A-Friend registration form on our website www.thelocalfarmer.co.za.

STEP 2
Once completed and submitted, visit your email inbox and you'll find an email from us with your unique TLFcode.

STEP 3
Share your code with everyone you know!

Ts & Cs Apply

FRANCHISE OPPORTUNITIES

THE SUPPORT WILL I RECEIVE

In terms of the franchise network and the franchisor's ongoing commitment to the network of growing franchisees, The Local Farmer franchise will honour it's obligations.

NURTURING YOUR GROWTH

One of the most exciting benefits of becoming one of The Local Farmer's franchisees is that we identify and nurture your potential for growth. The importance we place on helping you reach your full potential directly impacts the success of your business. We're all about Farming for the Future, but that doesn't only apply to environmental sustainability; we're farming for Your future too. We dedicate a tremendous amount of time and energy to ensuring your ultimate success. Growth is a two way street and so is success.

TRAINING PROVIDED:

- Correct use of Products & Machinery
- Urban Farming Methods & Best Practice
- Sales & Public Speaking
- Time Management
- Life coaching & Goal Setting
- Executive coaching
- Health & Safety Training (as per the Occupational Health & Safety Act).

This allows us, as The Local Farmer franchisor, to provide the franchisee and its staff with adequate training. The best way to ensure successful growth is to start from the roots up. We provide training right from the beginning and continue offering training throughout the franchisee's journey. The Local Farmer franchisees will receive all the coaching, mentoring, technical and field training needed to succeed.

FRANCHISE OPPORTUNITIES

SYSTEM SERVICES

The franchisee selection process is detailed and thorough. We want to ensure that we have selected the right personality to join our franchisee network. It's crucial that we choose candidates who we can help succeed, and who will assist in the successful growth of The Local Farmer franchise & brand.

MARKETING

Branding efforts include the incorporation of The Local Farmer trade name and trademark on stationery, uniform, etc.

THE OBLIGATIONS OF THE 'FRANCHISOR' TO THE 'FRANCHISEE' WILL BE ONGOING.

HOW TO BECOME A FRANCHISEE

SYSTEM SERVICES

The franchisee selection process is detailed and thorough simply because we want to ensure that we have selected the right personality to join our franchisee network and who will assist in the successful growth of The Local Farmer franchise.

Below are the first two stages in the selection process:

LEAD

- Obtain the initial application form, and the confidentiality, non-use, & non-disclosure agreement from Franchise Head Office.
- Tel: 010 020 7721
- Email: sales@infinitybrands.co.za
- Complete and submit the initial application form.

DISCOVER AND DIAGNOSE

- Obtain and complete the application form.
- Complete and submit the questionnaire.
- Complete the franchise assessment interview.
- Submit a business plan according to the guideline we provide.

THE REMAINING 7 STAGES MUST BE COMPLETED BEFORE YOU BECOME A FRANCHISEE OF THE LOCAL FARMER.

MAP OF PROSPECTIVE LOCATIONS



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